

AMENDMENTS TO THE CLAIMS

Please cancel claims 2, 3 and 25.

Please amend the claims as follows:

1. (Currently Amended) A method of tracking information provided to a computer system from a combination advertisement broker and server, the method comprising:

providing an identifier identifying the computer system, the identifier being imbedded in one of the computer hardware and firmware in the computer system;

providing at least one database associating the identifier with information specific to a computer user associated with the computer system;

the computer user logging onto one of an the combination advertisement broker and a server;

the computer user transmitting the identifier; and

requesting a banner advertisement be displayed on the computer system; and one of the advertisement broker and server transmitting an advertisement.

the database associating with the identifier and providing the computer user with
a choice of specific advertisements, no advertisements, banner
advertisements and informational banners.

2. (Cancelled).

3. (Cancelled).

4. (Original) The method of Claim 1 further comprising:
providing that the server is one of an advertisement broker, a server hosting
advertisements, and a server hosting advertisements and informational
data.

5. (Previously Amended) The method of Claim 1 further comprising:
the database searching and locating advertisements that match criteria provided
by the computer user during a querying procedure.

6. (Previously Amended) The method of Claim 5 wherein if no matching
criteria is found, the database transmitting one of generic advertisements and no
advertisements.

7. (Previously Amended) The method of Claim 5 wherein the database
checks for the identifier.

8. (Previously Amended) The method of Claim 1 wherein the identifier is one
of a system code, a system code stored in nonvolatile memory, a unique ID from a
microprocessor, a unique ID from a peripheral device and a unique identifier stored on a
hard drive, the advertisement broker and the server being combined.

9. (Previously Amended) The method of Claim 1 wherein the information
unique to the computer user includes one of incentives, bonuses and discounts on a
plurality of goods, the advertisement broker and the server being separate.

26. (Currently Amended) A method for tracking information to a computer system from a server comprising:

providing an identifier for the computer system;

providing a database associating the identifier with information specific to a computer user;

the server receiving a request for an advertisement from the computer user;

transmitting the identifier to an advertisement broker;

the broker logging the identifier in the database; and

~~the server transmitting an advertisement to the user; and~~

~~the user transmitting a confirmation of receipt of the advertisement to the broker.~~

the database associating with the identifier and providing the computer user with

a choice of specific advertisements, no advertisements, banner
advertisements and informational banners.